



MINUTES

FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

January 28, 2020 – 1:30 p.m.

City of Flagstaff – Council Chambers, 211 W Aspen Avenue



In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact Carrie Nelson at 928-213-2919 (or 774-5281 TDD). Notification at least 48 hours in advance will enable the City to make reasonable arrangements.

A. CALL TO ORDER

Chair Fleischer called the meeting to order at 1:35 p.m.

B. ROLL CALL:

Lynda Fleischer, Chair, [present](#)
Terry Madeksza, Vice-Chair, [present](#)
Steve Finch, [present](#)
Joe O'Donnell, [excused](#)

Jennifer Rolley, [present](#)
Caleb Schiff, [present](#)
Chris Verrill, [present](#)

As a reminder, if you are carrying a cell phone, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption to today's meeting.

C. LOCAL CHECK-IN

- Chris Verrill – Homes and Watson opening soon.
- Caleb – Looking forward to Arizona Beer Week, lots of events.
- Steve – no updates at this time
- Terry – coming off a busy holiday season, and gearing up for spring activities. Slow time for Downtown businesses and working on a calendar for spring. Working with City to add beautification elements to downtown. Review of Park Flag and recommendations coming forward next month.
- Jennifer – Returned from a Food Show and got new ideas. Coming out with a new chocolate bar. New tagline for business: Creating Sweet Memories.
- Lynda – Had a great Christmas at Altitudes. Remembers Winter Festival all month long and would like for it to come back. She asked Festivals flyer and promote, print on both sides and promote seasons events.

D. PUBLIC PARTICIPATION

*The Arizona Open Meeting Law prohibits the Commission from discussing or taking action on an item which is not listed on the prepared agenda. Commissioners may, however, respond to criticism made by those addressing the Commission, ask staff to review a matter, or ask that a matter be placed on a future agenda. Each public comment is limited to **three** minutes.*

None

E. APPROVAL OF MINUTES

A. December Retreat

MOTION:

Commissioner Finch made a motion to approve the December 2019 Retreat minutes, Commissioner Rolley seconded the motion; the motion passed unanimously.

Commented [CN1]: A.

F. DISCUSSION

A. Recycling Outreach - Emily Shaffer, Materials Management Coordinator, City of Flagstaff

Emily Shaffer, Materials Management Coordinator, presented on Recycling Outreach to Residents and Tourists. Use the 5 R's: Refuse, Reduce, Reuse, Recycle, and Rot. Ms. Shaffer asked for help in reaching out to tourists and short term residents.

- B. 60-Day Public Review Draft of the Southside Neighborhood Plan, Carlton Johnson, PE, AICP, Associate Planner, Comprehensive Planning, City of Flagstaff

Carlton Johnson presented on the Southside Community Plan: Heritage Preservation, Growth and Change, Business and Live/Work, Public & Community Spaces, Transportation/Parking, Transportation. Public review ends on February 4, 2020.

G. ACTION

- A. FY21 Budget Review and Recommendation – CVB Staff

Director and Ms. Pappas presented on the FY21 Budget Review and Recommendations.

Chair Fleischer suggested to tie in the Recycling portion into the budget.

MOTION:

Commissioner Finch made a motion to recommend to move forward with the changes to the FY21 Budget Review and Recommendation, Commissioner Madeksza seconded the motion; the motion was approved unanimously.

H. REPORTS

- A. Director & Staff

Director and staff presented to the Commission for the months of November and December 2019.

Councilmember Salas was happy to hear about the Recycling Program and the Southside Neighborhood Plan and announced they are having their first City Council session with the Hualapai Tribal Council. The Council is also touring the HUB Fremont property, and having Budget Retreats. They will also be involved in the Dedication of the new ADOT property.

- B. Chair

Arizona Snowbowl had a chair evacuation. They will replace next year and repurpose the chair lift to another ski area.

- C. Attractions Report - Heather Craig, Lowell Observatory

Heather Craig, Lowell Observatory gave an update of the Attractions Report and upcoming events.

I. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

Vice-chair Madeksza asked to have a presentation on why revenues are decreasing. Staff will ask the Sales Tax office.

Next meeting date:

- February 25, 2020

J. ADJOURNMENT

The meeting adjourned at 3:42 p.m. by unanimous consent.